I CLAIM:

- 1. A HA-binding peptide comprising:
 - (a) a sequence of the formula I:

$$X_1 - X_2 - X_1 - X_3 - X_4 - X_3 - X_4 - X_3 - X_3 - X_3 - X_5 - X_6 - X_6 - X_6 - X_1$$

- 5 wherein
 - each X_1 is independently selected from a hydroxy amino acid residue; each X_2 is independently selected from a sulfur containing amino acid residue;
 - each X3 is independently selected from a basic amino acid residue;
- 10 each X_4 is independently selected from an imino or aromatic amino acid residue;
 - each X_5 is independently selected from a dicarboxylic acid amino acid residue; and
 - each X_6 is independently selected from an aliphatic amino acid residue,
- and fragments, analogs or derivatives of the peptide which can bind HA;
 - (b) a sequence of the formula II:

$$Y_1$$
 - Y_1 - Y_2 - Y_2 - Y_1 - Y_3 - Y_1 - Y_3 - Y_3 - Y_1 - Y_3 - Y_1 - Y_2 - Y_3 - Y_3

wherein

- each Y₁ is independently selected from a hydroxy amino acid residue;
- 20 each Y_2 is independently selected from a sulfur containing amino acid residue; and
 - each Y_3 is independently selected from a basic amino acid residue, and fragments, analogs or derivatives of the peptide which bind HA; or
 - (c) a sequence of the formula III:

$$Z_1 - Z_1 - Z_2 - Z_2 - Z_1 - Z_3 - Z_1 - Z_3 - Z_3 - Z_1 - Z_3 - Z_1 - Z_3 - Z_1 - Z_3 - Z_1$$

wherein

- each Z_1 is independently selected from a hydroxy amino acid residue; each Z_2 is independently selected from a sulfur containing amino acid residue; and
- and each Z_3 is independently selected from a basic amino acid residue, and fragments, analogs or derivatives of the peptide which bind HA.

- A HA-binding peptide comprising a sequence of the formula I as defined in claim 1 wherein each X₁ is independently selected from threonine or serine; each X₂ is independently selected from methionine or cysteine;
 each X₃ is independently selected from arginine, lysine or histidine; each X₄ is independently selected from proline, phenylalanine or tryptophan; each X₅ is independently selected from asparagine or glutamine; and each X₆ is independently selected from leucine, isoleucine, valine or alanine, and fragments, analogs or derivatives of the peptide which can bind HA.
 - 3. A peptide according to claim 2 comprising the amino acid sequence TMTRPHFHKRQLVLS.
 - 4. A peptide according to claim 3 wherein the amino acids in the peptide are the levorotatory (L) form.
- 5. A HA-binding peptide comprising a sequence of the Formula II as defined in claim 1, wherein each Y₁ is independently selected from serine or threonine; each Y₂ is independently selected from methionine or cysteine; and each Y₃ is independently selected from arginine, lysine or histidine,
 and fragments, analogs or derivatives of the peptide which bind HA.
 - 6. A peptide according to claim 5 comprising the amino acid sequence STMMSRSHKTRSCHH.
 - 7. A peptide according to claim 6 wherein the amino acids in the peptide are the levorotatory (L) form.
- 25 8. A HA-binding peptide comprising a sequence of the formula III as defined in claim 1, wherein

each Z_1 is independently selected from serine or threonine; each Z_2 is independently selected from methionine or cysteine; and each Z_3 is independently selected from arginine, lysine or histidine, and fragments, analogs or derivatives of the peptide which bind HA.

- 5 9. A peptide according to claim 8 comprising the amino acid sequence STMMSRSHKTRSHH.
 - 10. A peptide according to claim 9 wherein the amino acids in the peptide are the levorotatory (L) form.
- 11. A peptide according to claim 8 comprising the amino acid sequence STMMSRSHKTRSHHV.
 - 12. A peptide according to claim 11 wherein the amino acids in the peptide are the levorotatory (L) form.
 - 13. An isolated nucleic acid molecule encoding a HA binding peptide according to claim 1.
- 15 14. An isolated nucleic acid molecule according to claim 13 encoding a HA binding peptide and comprising a nucleotide sequence selected from the group consisting of:
 - (a) the nucleotide sequence shown in SEQ ID NO. 5;
 - (b) the nucleotide sequence shown in SEQ ID NO. 6;
 - (c) the nucleotide sequence shown in SEQ ID NO. 7;
 - (d) the nucleotide sequence shown in SEQ ID NO. 8;
 - (e) the nucleotide sequence shown in SEQ ID NO. 9;
 - (f) the nucleotide sequence shown in SEQ ID NO. 10;
 - (g) the nucleotide sequence shown in SEQ ID NO. 11; and
 - (h) the nucleotide sequence shown in SEQ ID NO. 12.

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- 15. An expression vector comprising an isolated nucleic acid molecule according to claim 13 and regulatory sequences suitable for expression of the nucleic acid molecule.
- 16. A method of modulating cell locomotion comprising administering an effective amount of one or more hyaluronan-binding peptides according to claim 1 to a cell or animal in need thereof.
 - 17. A method of modulating cell locomotion comprising administering an effective amount of hyaluronan-binding peptide according to claim 3 to a cell or animal in need thereof.
- 10 18. A method of modulating cell locomotion comprising administering an effective amount of hyaluronan-binding peptide according to claim 6 to a cell or animal in need thereof.
 - 19. A method of modulating cell locomotion comprising administering an effective amount of hyaluronan-binding peptide according to claim 9 to a cell or animal in need thereof.
 - 20. A method of modulating cell locomotion comprising administering an effective amount of hyaluronan-binding peptide according to claim 11 to a cell or animal in need thereof.
- 21. A method of preventing or inhibiting tissue fibrosis 20 comprising administering an effective amount of one or more hyaluronanbinding peptides according to claim 1 to an animal in need thereof.
 - 22. A method of preventing or inhibiting tissue fibrosis comprising administering an effective amount of hyaluronan-binding peptide according to claim 3 to an animal in need thereof.

- 23. A method of preventing or inhibiting tissue fibrosis comprising administering an effective amount of hyaluronan-binding peptide according to claim 6 to an animal in need thereof.
- 24. A method of preventing or inhibiting tissue fibrosis comprising administering an effective amount of hyaluronan-binding peptide according to claim 9 to an animal in need thereof.
 - 25. A method of preventing or inhibiting tissue fibrosis comprising administering an effective amount of hyaluronan-binding peptide according to claim 11 to an animal in need thereof.
- 26. A method according to claim 21 wherein the tissue fibrosis is caused by a disorder selected from the group consisting of tissue malfunction due to keloids, hypertrophic scars, anatomonic strictures, intra-abdominal adhesions, cirrhosis of the liver, neurological deficits following spinal cord injury, valvular heart diseases, burn-injured joints, failure of anastomosis and adhesions following surgery.
 - 27. A method of treating or preventing cancer comprising administering an effective amount of one or more hyaluronan-binding peptides according to claim 1 to an animal in need thereof.
- 28. A method of preventing or reducing the metastasis of cancer cells comprising administering an effective amount of one or more hyaluronan-binding peptides according to claim 1 to an animal in need thereof.